



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 4945546

Schedule Dates 08/12/21-08/16/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 604 - McAuliffe Week #12 Genera (1599922)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/604
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 08/11/21
Last Modified 08/11/21
Entered By Alexa Schram
CO-OP No
External # 10881597
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,592.50
Net Total \$37,357.50
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Aug. 2021	54	\$43,950.00
Grand Total:	54	\$43,950.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/12/21-08/16/21	2	:30	5A- News-7News ON YOUR SIDE at 5AM		1			1	1			3	\$250.00	\$750.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 5AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21
2.0	Normal Line / SPOT	08/12/21-08/16/21	2	:30	6P- News-7News ON YOUR SIDE Weekend at 6PM		1			1	1			1	\$1,000.00	\$1,000.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21
2.0.1	Closed Preempt	08/12/21															Washington (WJLA)	Order Error/Exception - incorrect master program title	
2.0.2	Closed Preempt	08/13/21															Washington (WJLA)	Order Error/Exception - incorrect master program title	
3.0	Normal Line / SPOT	08/14/21-08/14/21	2	:30	6P- News-7News ON YOUR SIDE Weekend at 6PM							1		1	\$400.00	\$400.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21

CONFIRMATION CONTRACT

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4.0	Normal Line / SPOT	08/15/21-08/15/21	2	:30	6:30P- News-7News ON YOUR SIDE Weekend at 630PM								1	1	\$400.00	\$400.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6:30(Agency) -LPMay/2021LS adj. LPJul/2020LS (pa	8/11/21
5.0	Normal Line / Access	08/12/21-08/16/21	2	:30	6:58:46P- Wheel Of Fortune		1			1	1			3	\$1,800.00	\$5,400.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21
6.0	Normal Line / Access	08/12/21-08/16/21	2	:30	7:29:26P- Jeopardy		1			1	1			3	\$2,800.00	\$8,400.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21
7.0	Normal Line / Prime	08/16/21-08/16/21	2	:30	7:57:56P- ABC-Bachelor in Paradise (Monday)		1							1	\$4,500.00	\$4,500.00	Washington (WJLA)	Daypart PT THE BACHELORETTE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21
8.0	Normal Line / SPOT	08/12/21-08/16/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1			1	1			3	\$700.00	\$2,100.00	Washington (WJLA)	Daypart LN 7NEWS ON YOUR SIDE AT 11(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21

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9.0	Normal Line / SPOT	08/12/21-08/16/21	2	:30	11:35P- ABC-Jimmy Kimmel		1			1	1			3	\$550.00	\$1,650.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21
10.0	Normal Line / SPOT	08/14/21-08/14/21	2	:30	8A- News-7News ON YOUR SIDE Weekend at 8AM							1		1	\$350.00	\$350.00	Washington (WJLA)	Daypart WK 7NEWS ON YOUR SIDE AT 8AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21
11.0	Normal Line / SPOT	08/15/21-08/15/21	2	:30	7:58:40A- ABC-Good Morning America Sunday								1	1	\$400.00	\$400.00	Washington (WJLA)	Daypart WK GMA-SUN(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21
12.0	Normal Line / SPOT	08/12/21-08/16/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		2			2	2			6	\$500.00	\$3,000.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 6AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21

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13.0	Normal Line / SPOT	08/12/21-08/16/21	2	:30	6:58A- ABC-Good Morning America		2			2	2			6	\$900.00	\$5,400.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21
14.0	Normal Line / SPOT	08/12/21-08/16/21	2	:30	9A- Live with Kelly		1			1	1			3	\$350.00	\$1,050.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21
15.0	Normal Line / SPOT	08/12/21-08/16/21	2	:30	10:58:25A- ABC-The View		1			1	1			3	\$600.00	\$1,800.00	Washington (WJLA)	Daypart DT THE VIEW(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21
16.0	Normal Line / SPOT	08/12/21-08/16/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		1			1	1			3	\$400.00	\$1,200.00	Washington (WJLA)	Daypart DT 7NEWS ON YOUR SIDE AT NOON(Agency) -LPMay/2021LS adj. LPJul/2020LS (pa	8/11/21

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17.0	Normal Line / SPOT	08/12/21-08/16/21	2	:30	12:57:56P- ABC-GMA3: What You Need to Know		1			1	1			3	\$300.00	\$900.00	Washington (WJLA)	Daypart DT GMA3: NEED TO KNOW(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21
18.0	Normal Line / SPOT	08/12/21-08/16/21	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM		1			1	1			3	\$350.00	\$1,050.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 4(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21
19.0	Normal Line / SPOT	08/12/21-08/16/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM		2			2	2			6	\$700.00	\$4,200.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 5(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/11/21

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